



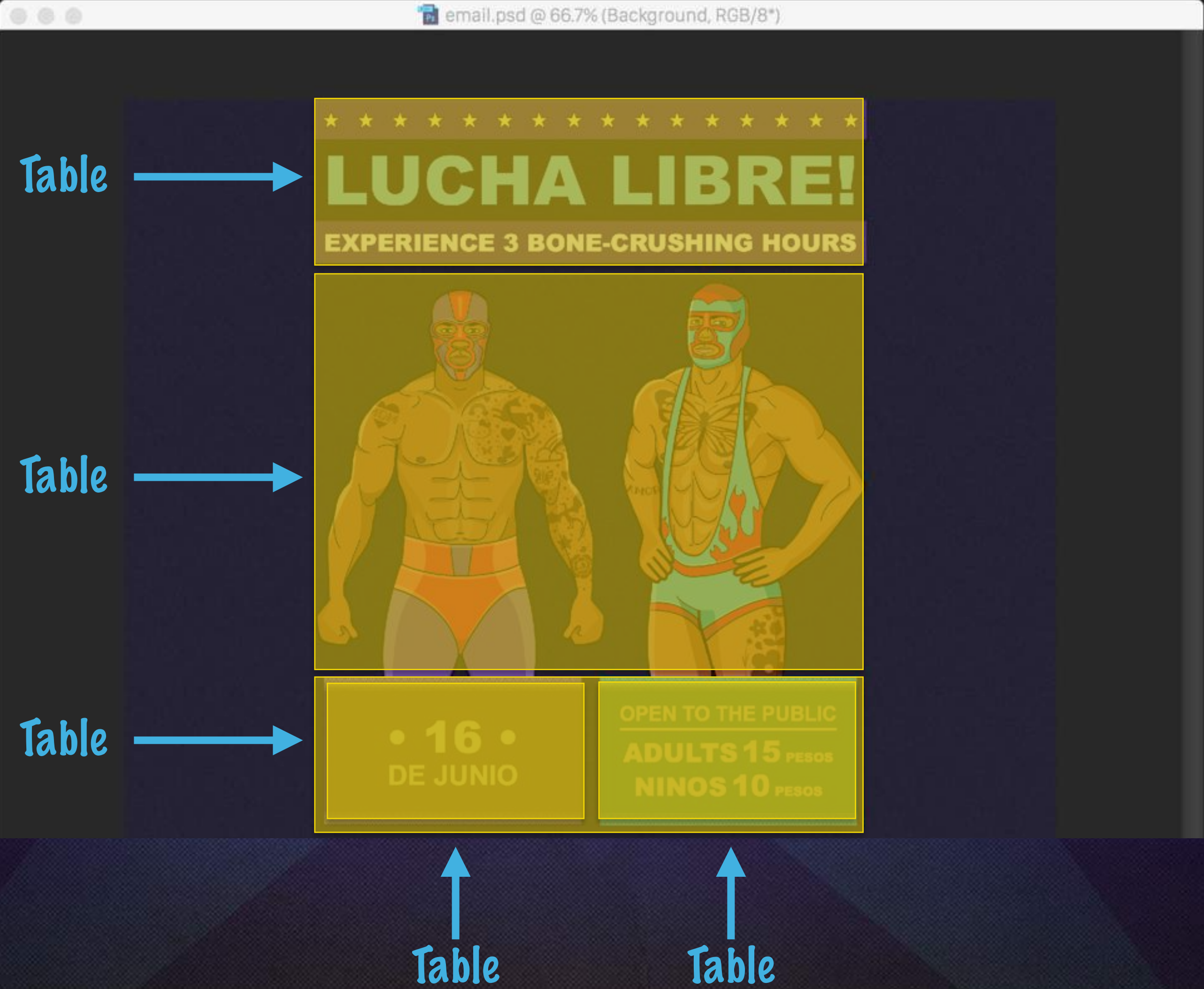
UNMASKING

HTML EMAILS

The title is presented in a stylized, multi-colored font. 'UNMASKING' is in a large, gothic-style font with a red-to-orange gradient. Below it is a decorative flourish with a central heart. 'HTML EMAILS' is in a smaller, blocky font with a green-to-yellow gradient. The background is dark blue with a repeating geometric pattern of diamonds and triangles.

Level 2 - Section 2

Each section should use a new table



Use a table for the example image

The image is different from the other content, so it gets its own table.

email.html

Wrapper table for background

Header content table

```
...
<table ... >
  <table ... >
    <table align="center"
      border="0"
      cellpadding="0"
      cellspacing="0"
      width="600">
      <tr>
        <td>
          
        </td>
      </tr>
    </table>
  </table>
...

```



LUCHA LIBRE!

EXPERIENCE 3 BONE-CRUSHING HOURS



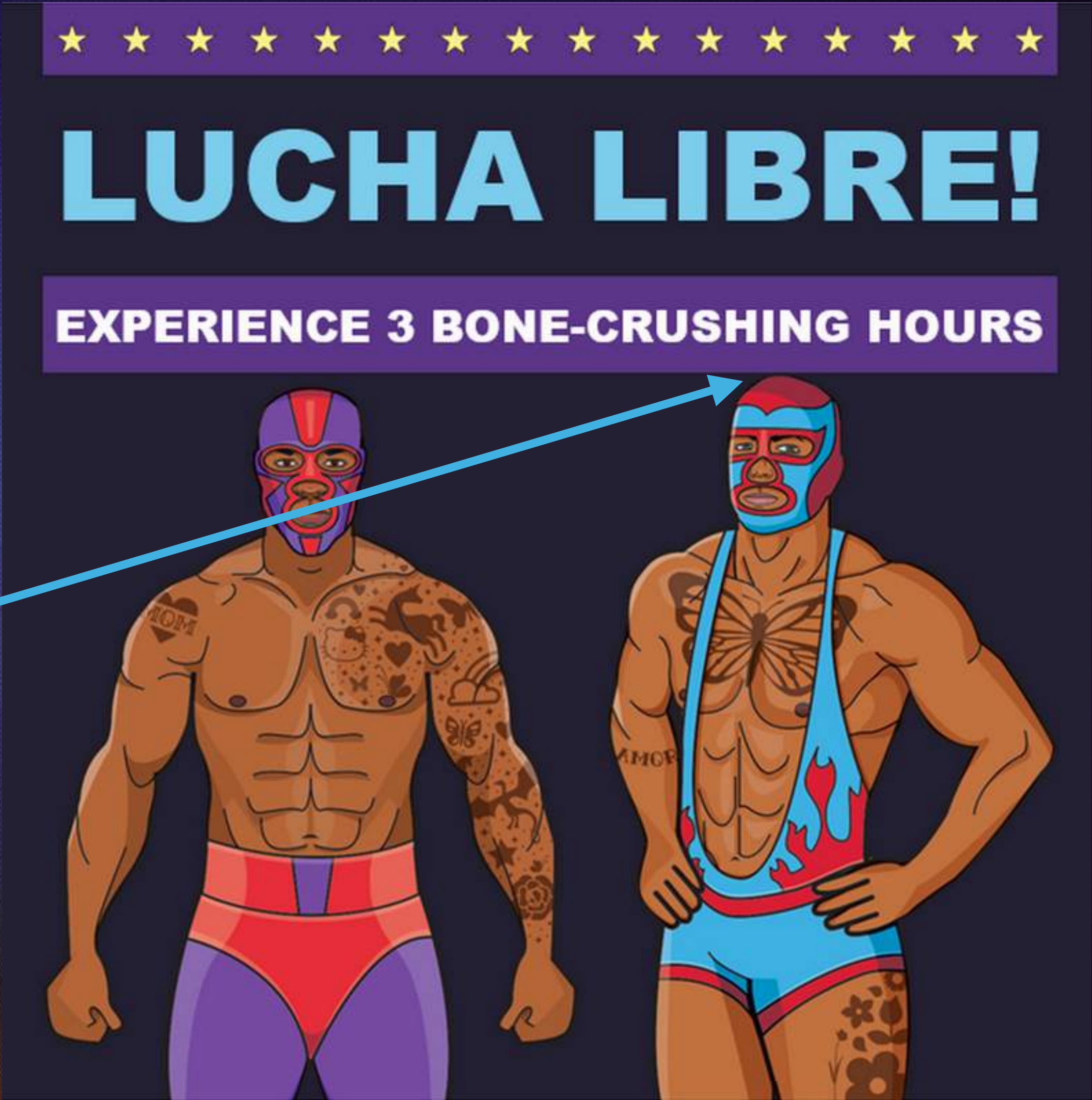
Creating vertical space between tables

Margin is not supported in all clients.



| | |
|-------------|--------|
| | Margin |
| Outlook.com | ✗ |

We want 20px of space here

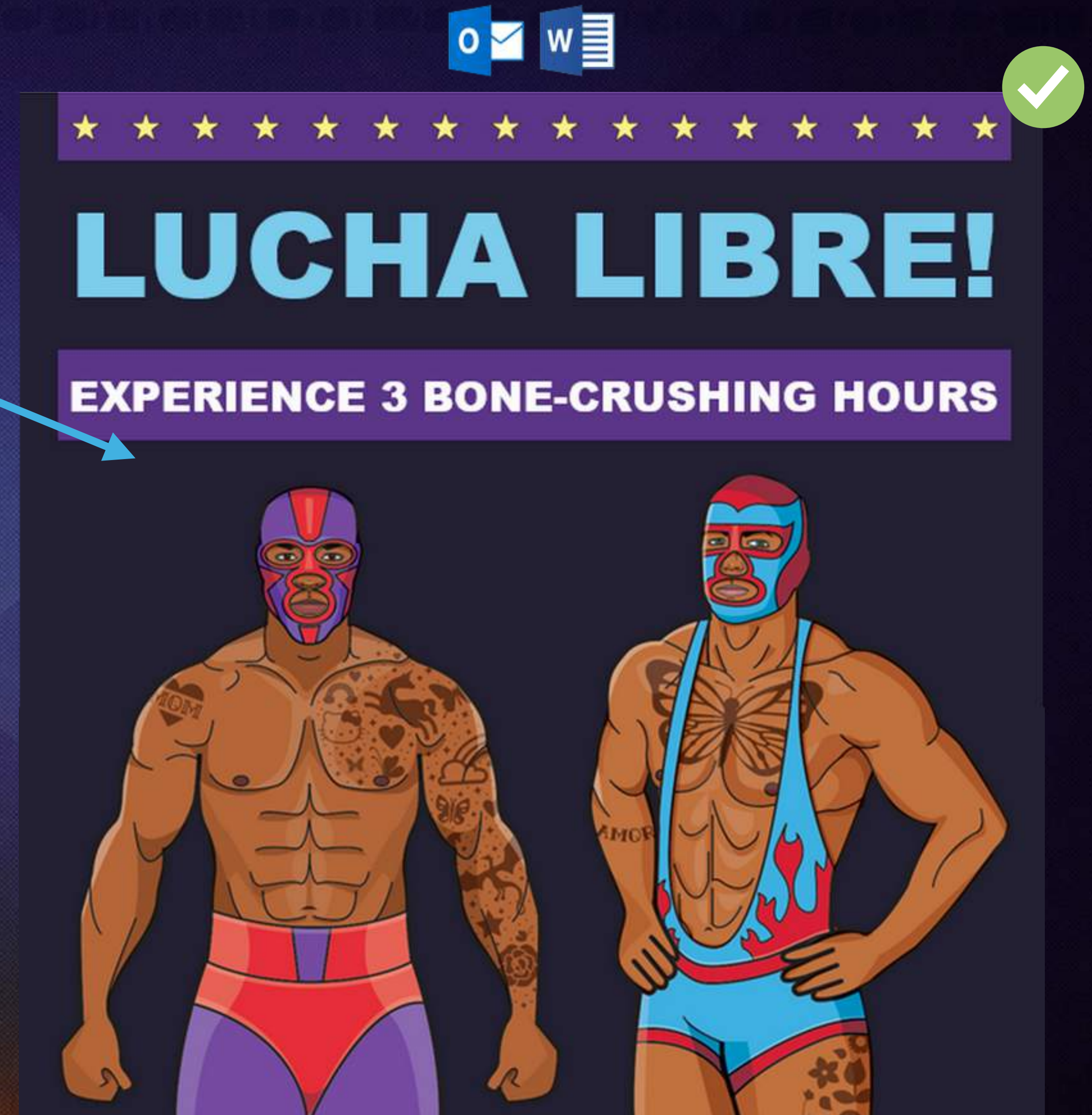


Use padding to separate content

Padding has better support than margin.

email.html

```
...  
<table ... >  
  <tr>  
    <td style="padding-top: 20px;">  
        
    </td>  
  </tr>  
</table>  
...
```

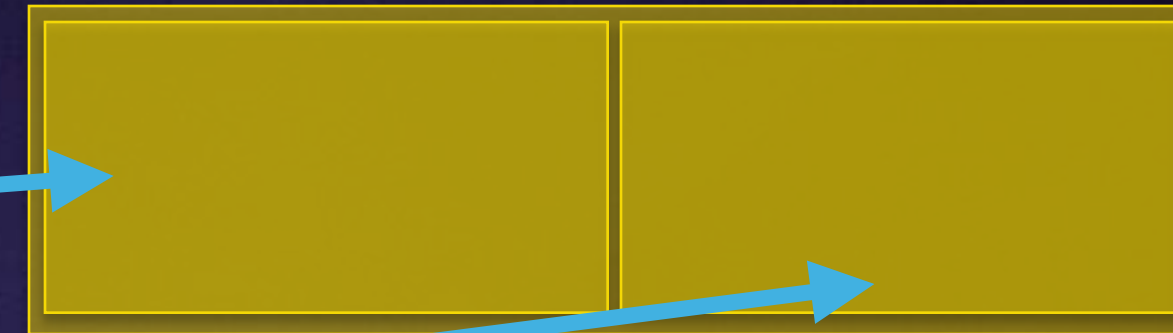


Align content using table cells

Use a wrapper table with 2 cells to align content automatically.

email.html

```
...  
<table ... >  
  <tr>  
    <td>  
      <!-- Content -->  
    </td>  
    <td>  
      <!-- Content -->  
    </td>  
  </tr>  
</table>  
...
```



Adding a nested table to the first column

The content in the column needs to be in its own table for styling.

email.html

```
...  
<table ... >  
  <tr>  
    <td>  
      <table bgcolor="#5b3885"  
        style="..."  
        width="290">  
        <tr>  
          <td>  
            <img ... />  
          </td>  
        </tr>  
      </table>  
    </td>  
    <td>  
  ...
```



content table

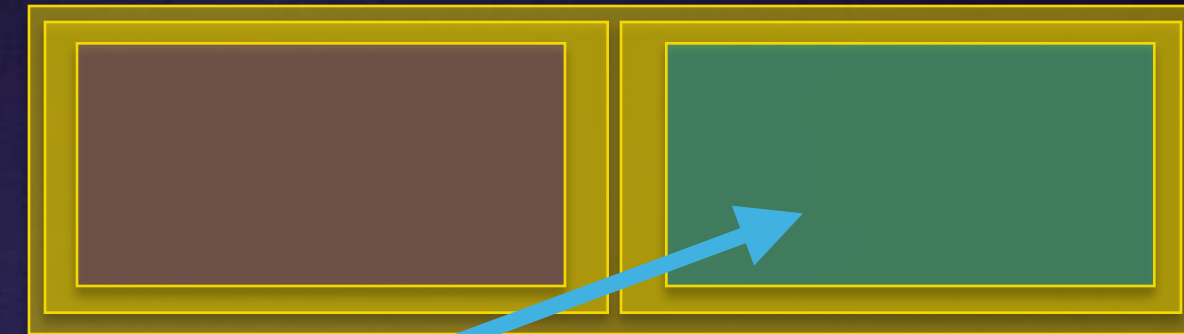
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HTML EMAILS

Adding a nested table to the second column

The content in the column needs to be in its own table for styling.

email.html

```
...  
<table ... >  
  <tr>  
    <td>  
      <table ... >  
        ...  
      </td>  
    <td>  
      <table bgcolor="#0089b4"  
        style="..."  
        width="290">  
        <tr>  
          <td>  
            <img ... />  
          </td>  
        </tr>  
      </table>  
    </td>  
  </tr>  
</table>  
...
```



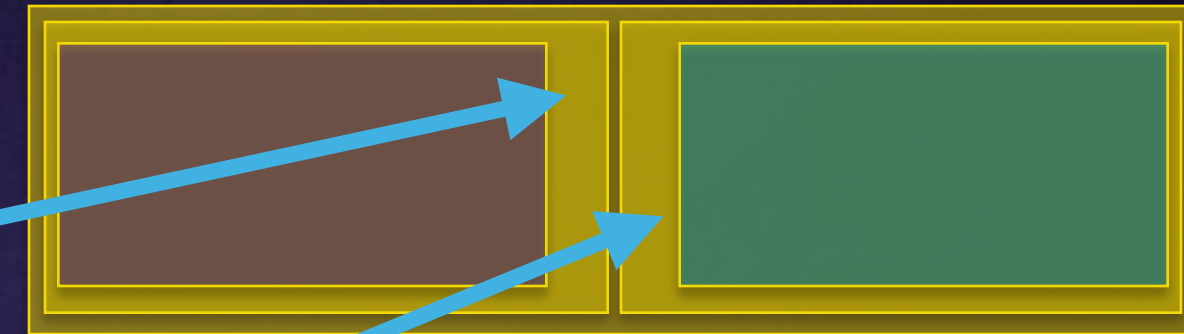
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HTML EMAILS

Separate columns with cell padding

Add opposing padding to each wrapper cell to create a 20px gutter.

email.html

```
...  
<table ... >  
  <tr>  
    <td style="padding-right: 10px;">  
      <table bgcolor="#5b3885" ... >  
        ...  
      </td>  
    <td style="padding-left: 10px;">  
      <table bgcolor="#0089b4" ... >  
        ...  
      </td>  
    </tr>  
  </table>  
...
```



UNMASKING
HTML EMAILS

Styling the column one example content

Styles are applied to the cells for each bit of content.

```
<tr>
  <td style="
    font-family: 'Arial Black';
    font-size: 48px;
    line-height: 48px;
    padding-top: 20px;">
    &bull; 16 &bull;
  </td>
</tr>
```

```
<tr>
  <td>
    
  </td>
</tr>
```



```
<tr>
  <td style="
    font-family: Arial;
    font-size: 30px;
    font-weight: bold;
    line-height: 30px;
    padding-bottom: 20px;
    padding-top: 5px;">
    de Junio
  </td>
</tr>
```


Styling the column two example content

An additional table is nested to provide the border.

```
<tr>
  <td>
    
  </td>
</tr>
```

```
<tr>
  <td style="
    font-family: Arial, sans-serif;
    font-size: 22px;
    font-weight: bold;
    line-height: 22px;
    padding-top: 15px;">
    Open to the public
  </td>
</tr>
```



OPEN TO THE PUBLIC

```
<tr>
  <td>
    <table align="center"
      ...
      width="236">
      <tr>
        <td height="4">
        </td>
      </tr>
      <tr>
        <td bgcolor="#fcfbfd"
          height="3">
        </td>
      </tr>
    </table>
  </td>
</tr>
```


Styling a cell with multiple font sizes

Apply text styles to `` elements.

email.html



```
<tr>
  <td style="font-family: Arial;
    font-size: 14px;
    font-weight: bold;
    line-height: 14px;
    padding-top: 5px;">
    <span style="font-family: 'Arial Black';
      font-size: 28px;
      line-height: 28px;">
      Adults</span>
    <span style="font-family: 'Arial Black';
      font-size: 32px;
      line-height: 32px;">
      15</span>
    pesos
  </td>
</tr>
```

ADULTS 15 PESOS

Font family and size

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The layout tests successfully in Outlook clients



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• 16 •
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ADULTS 15 PESOS
NINOS 10 PESOS



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